

## FCC 388

### DTV Quarterly Activity Station Report

#### Instructions

This form should be used to provide the Federal Communications Commission (FCC) with information pertaining to all station activity to educate consumers on the transition to digital television (DTV). All stations should log DTV Transition-Related Public Service Announcements (PSAs) and other DTV activities using the appropriate house (identification) numbers. These logs or records should include the date and time that each DTV activity occurred. This form must be filed in Docket Number 07-148 as Document Type: REPORT, and placed in the station's Public Inspection File. This form must be submitted for each quarter in which a station has DTV Transition education obligations.

Station Call Sign(s)

WKMA-TV

Report reflects information for quarter ending (mm/dd/yy)

033108

Have you opted to comply with Option One, Two, or Three (once elected, this choice may not change)?

☐

Option One (A and D)

☐

Option Two (B and D)

☒

Option Three (C and D)

Over the past quarter, have you fully complied with the requirements of this option?

☒

Yes

☐

No

#### Simulcasting

Are you simulcasting on your Analog channel and your primary Digital stream?

☒

Yes

☐

No

If YES, complete only one form for both. If NO, complete a form for your Analog channel and a second for your primary Digital stream.

Call Sign <b>WKMA-TV</b>	Channel Numbers Analog <u>35</u> <input checked="" type="checkbox"/> Digital <u>42</u> <input checked="" type="checkbox"/>	Community of License			
		City <b>MADISONVILLE</b>	State <b>KY</b>	County <b>HOPKINS</b>	Zip Code <b>42442</b>
Licensee <b>KENTUCKY AUTHORITY FOR EDUCATIONAL TV</b>					
Above, check the Channel Number(s) to which this form applies.		Nielsen DMA <b>101</b>	World Wide Web Home Page Address <b>WWW.KET.ORG</b>		
Facility ID Number <b>34212</b>	Previous Call Sign (if applicable)	License Renewal Expiration Date (mm/dd/yy) <u>080113</u>			

**Section C (For Noncommercial broadcasters only)**

On its analog channel, and its primary digital stream, a station must air 60 seconds per day of on-air consumer education, in variable timeslots, including at least 7.5 minutes per month between 6 pm and 12 am. Beginning May 1, 2008, this requirement doubles, and beginning November 1, 2008, it increases again, to 180 seconds per day and 22.5 minutes per month between 6 pm and midnight. It must also run one 30 minute transition education piece once (See rules for additional details).

Have you aired a sufficient amount of consumer education (60, 120, or 180 seconds per day, depending on the date) during each day this quarter?

☒

Yes

☐

No

**30 Minute Educational Programs - Last Quarter**

How many 30 minute, DTV-related informational programs did your station run during the quarter? The comment box may be used to describe this activity. At least one such program must be run between the hours of 8:00 a.m. and 11:35 p.m., prior to February 17, 2009.

Total number of 30 Minute Informational Programs

2

Comments (add additional sheets where necessary):

**Section D (For all broadcasters)**

**Additional DTV On-air Initiatives - Last Quarter** Did your station run additional on-air initiatives (such as news reports, town hall meetings, etc.) during the quarter? The comment box may be used to describe these initiatives.

☐ Yes ☒ No

Comments (add additional sheets where necessary):

**Station Website Additional Activity Related to the DTV Transition - Last Quarter**

Does your station have a Website? ☒ Yes ☐ No

If YES, did your station provide additional DTV related information or activities on that Website? The comment box may be used to describe what was posted on the station's Website.

☒ Yes ☐ No

Comments (add additional sheets where necessary):

*SEE ATTACHED*

**Additional DTV Outreach Efforts -- Last Quarter** Check all of the DTV related activities listed below that your station engaged in over the last quarter. The comment box may be used to describe this activity.

☒ Speaking Engagements

Comments (add additional sheets where necessary):

*SEE ATTACHED*

☐ Community Events

Comments (add additional sheets where necessary):

☒ Other (describe)

Comments (add additional sheets where necessary):

*SEE ATTACHED*

**This comment box may be used to include other comments or information about your station's DTV activity over the last quarter.**

Comments (add additional sheets where necessary):

Section D – Website:

Comments: KET's DTV website ([www.ket.org/dtv](http://www.ket.org/dtv)) is a significant educational information source about the DTV transition. The site emphasizes the February 2009 deadline, with prominent links to the NTIA coupon program, the FCC DTV quiz and website, the NAB DTV website (in English and Spanish), antennaweb.org, as well as an FAQ, Q&A for educators, glossary, and descriptions of KET's digital TV and DataCast services. Also, KET's 30-minute program, "ABCs of HDTV" is available as streaming video.

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4/7/08


**Section D – Speaking Engagements:**

KET's DTV 'Speaker's Bureau' made a DTV educational presentation to the Jefferson County Mayor's Association.

Other Comments: Public Relations: Through press releases and targeted op-ed pieces, KET generated earned media that reflected accurate information about the DTV transition in state-wide and community publications, including the Louisville Courier-Journal, the Lexington Herald Leader, the Cincinnati Enquirer, Louisville Public Radio and more.

## STATION CERTIFICATION

I certify that the statements in this document are true, complete, and correct to the best of my knowledge and belief, and are made in good faith.

Typed or Printed Name of Person Signing  Malcolm Wall	Typed or Printed Title of Person Signing  Executive Director
Signature 	Date <b>APPROVED</b> APR 8 2008

WILLFUL FALSE STATEMENTS ON THIS FORM ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. CODE, TITLE 18, SECTION 1001), AND/OR REVOCATION OF ANY STATION LICENSE OR CONSTRUCTION PERMIT (U.S. CODE, TITLE 47, SECTION 312(a)(1)), AND/OR FORFEITURE (U.S. CODE, TITLE 47, SECTION 503).

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